22100502

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, APRIL 2022

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY

2017 Admission Onwards

65AC253A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by research?

2. Differentiate between descriptive research and analytical research.

3. Differentiate between Applied research and fundamental research.

4. Illustrate research problem with an examples.

5. What is meant by pilot survey?

6. What is meant by operational design?

7. Differentiate between sampling errors and non sampling errors.

8. Differentiate between primary data and secondary data.

9. Give any two advantages of primary data.

10. Write any two sources of secondary data.

11. What necessitates interpretation of research findings?

12. Differentiate between technical report and popular report.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Write short notes on:
    a) Objectives of research b) Criteria of good research

14. Describe the requirements of a good research.

15. Analyse the necessity of defining a research problem?

16. Explain the characteristics of a good sample design.

17. Write short notes on:
    a) Simple random sampling b) Stratified sampling

18. Explain the advantages and disadvantages of collection of data through questionnaire.

19. Describe the characteristics of secondary data.

20. What will you keep in mind while preparing a research report? Explain.

21. Explain the format of a research report.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the different steps in research process.

23. Explain the meaning, significance and features of a research design.

24. What is secondary data? Explain it's sources, merits and demerits.

25. Explain the significance of a research report and narrate the steps involved in writing a report.

(2×15=30)